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## IN THE UNITED STATES PATENT &amp; TRADEMARK OFFICE

Applicant: Ralph F. Conley, Jr. )  
Serial No: 09/594,955 ) Group Art Unit: 2142  
Filed: June 15, 2000 ) Examiner:  
For: MULTIPLE DESTINATION BANNERS ) Douglas B. Blair

Commissioner for Patents  
Alexandria, VA 22313-1450

OFFICIAL

## RESPONSE TO OFFICE ACTION

In response to the Office Action mailed October 1, 2003,  
please consider the following amendments and remarks:

## Claim Rejections - 35 USC §102(b)

1. The Examiner's rejection of Claims 1, 28, 36, 40, 41, and 49 under 35 U.S.C. 102(e) as being anticipated by U.S. Patent Number 6,219,696 to Wynblatt et al., has been studied and the Applicant respectfully submits that the cited reference does not disclose or anticipate several of the elements found in the rejected Claims.

The Wynblatt patent fails to disclose a means for displaying the message when the banner is displayed on a screen on an end-user computer. The Wynblatt patent discloses a system to display a single URL or document on that URL which may be any "WWW object" as disclosed in column 2, lines 43-48. No specific mention of the term banner is found in Wynblatt, but suffice it to say that, the present Application distinguishes between message and banner both in the Claims and in the specification, while the Wynblatt patent does not appear to do so and the Examiner has not pointed out with any specificity where or which elements in the cited references are the message and the banner.

With regards to all of the rejected Claims, the Wynblatt patent fails to disclose "a menu display means for presenting a